MULTIMEDIA **UNIVERSITY**

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FINAL EXAMINATION

TRIMESTER 2, 2017 / 2018

TSD2241 – INFORMATION SYSTEMS DEVELOPMENT

17 MARCH 2018
2.30pm-4.30pm
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 6 printed pages including the cover page.
2. Attempt **ALL** questions in **SECTION A** and **ALL** questions in **SECTION B**.
3. The distribution of the marks for each question is given.
4. Please write all your answers clearly in the answer booklet provided.

SECTION A: Answer all questions (10 marks)

[1] Which of the following is referring to a technology diffusion?
     A. A measure of how widely technology is spread throughout the organization
     B. The extent to which technology is deeply integrated into an area or department
     C. A combination of different software packages in a company
     D. A model that describes the factors that lead to higher levels of acceptance and usage of technology

[2] Stock maintaining control system in which both hardware and software is present to contact and manage suppliers is called
     A. power system
     B. control system
     C. information processing system
     D. operating system

[3] All components that work together in form of unit to achieve certain goal is called
     A. system
     B. bound
     C. baud
     D. operator

[4] Information systems are used in which of the following organizations?
     A. professional
     B. educational
     C. government
     D. all of the above

[5] Which of the following is not classified as business knowledge and skills?
     A. Management
     B. Communication
     C. System integration
     D. Social

[6] In the 1980s, which of the following became a popular new title given to executives who were responsible for the information systems function?
     A. CIO
     B. CFO
     C. CEO
     D. COO

Continued...

[7]   .... involves anytime, anywhere commerce that uses wireless communications.
A.   Electronic Commerce
B.   Mobile Commerce
C.   Transaction Processing System
D.   Management Information System

[8]   ....is usually happens after outbound logistics in downstream activities of an information value chain.
A.   Finished product storage
B.   Marketing and sales
C.   Customer service
D.   Warehouse and storage

[9]   In an upstream activity of an information value chain, ...
is occurs before production and manufacturing.
A.   inbound logistics
B.   warehouse and storage
C.   outbound logistics
D.   raw materials

[10]   In Lewin-Schein change model, refreezing is when.......................
A.   ceasing old habits and creating a climate that is receptive to change
B.   reinforcing changes to make the new process second nature, accepted, and part of the job
C.   learning new work methods, behaviors, and systems
D.   constantly seeking ways to improve business processes and add value to products and services

Continued...

SECTION B: Answer all questions (40 marks)

QUESTION 1:

a)   The key to unlocking the potential of any computer system is application software. A company can either develop a one-of-kind program for a specific application OR purchase and use an existing software program. Give an appropriate term for both types of application software and explain why sometime develop a one-of-kind program for specific application is better than purchase and use an existing software program?   [3 marks]

b)   Distinguish twisted pair cable, coaxial cable, broadband over power lines and fiber optic cable.   [4 marks]

c)   Based on Figure 1 below, interpret the figure based on its processing characteristics with an example. What law is used to represent this processing characteristics?
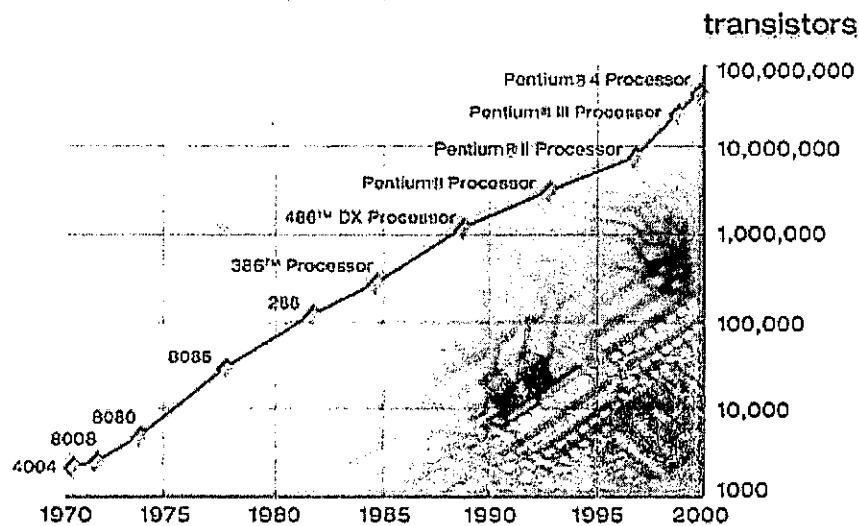

Figure 1: Processing Characteristic

[3 marks]

Continued...

QUESTION 2:

a) Computing networks are commonly classified by size, distance covered and structure. The most commonly used classifications are a private branch network exchange, personal area network, local area network, metropolitan area network and wide area network. Describe each classification by completing Table 1 below.

Table 1: Types of Network

Type	Usage	Size
PBX		
PAN		
LAN		
MAN		
WAN		

[5 marks]

b) Give an example on how DBMSs can act as front-end or back-end applications? [2 marks]

c) Summarize **THREE** basic components of a successful e-commerce model and give example(s) for each component.

[3 marks]

QUESTION 3:

a) Companies that have successfully implemented Customer Relationship Management (CRM) can experience greater customer satisfaction and increased productivity of their sales. Analyze **THREE** important points why information flow is very important in CRM. Identify also **THREE** primary components for a comprehensive CRM system. [6 marks]

b) Compare Optimization, Satisficing, and Heuristic Approaches in Decision Support System. [3 marks]

c) Identify the usage of multimedia and virtual reality. [1 mark]

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QUESTION 4:

a) In artificial intelligence, an expert system is a computer system that emulates the decision-making ability of a human expert. Illustrate components of an expert system.   [5 marks]

b) Compare **FOUR** types of outputs from a Management Information System.
                        [4 marks]

c) Identify an important step on how data correction can be done in Transaction Processing Cycle.   [1 mark]

End of Paper.